

Baseline Media Content Analyses

Under project

*Raise media awareness and understanding of
nutrition issues in Bangladesh*

Conducted by



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Introduction

The mass media, more than ever, play a vital role in how information is disseminated and how societies are shaped and function. As traditional forms of media and information dissemination change rapidly in an increasingly technological world, it is more important than ever to understand the way media work as well as learn to evaluate the messages that are sent.

MRDI undertook a baseline media monitoring/situation analysis of how nutrition and health issues, specific to maternal, child and adolescent health and nutrition across the life-cycle, are reported in media.

The analysis will serve to inform subsequent activities to be undertaken by providing the actual scenario of nutrition as an issue covered by the media in Bangladesh. This will draw near the approach to expand and strengthen coverage and assure accurate reporting of nutrition issues in the future.

Objective of the study:

1. To develop contents of a training based on the situation analysis of Bangladesh media on nutrition

Methodology of the Analysis:

The unit monitored and analyzed the contents of 12 selected newspapers and 4 television channels over 6 months- January to June 2012. Monitored nutrition-related reports published /telecast during the period.

Content Analysis—Print media: Monitored 12 newspapers of which 10 were national (Prothom Alo, The Daily Star, Samakal, Ittefaq, Naya Diganta, Janakantha, The Independent, Jugantor, Kaler Kantho and New Age) and 2 were local dailies (Sonar Desh from Rajshahi and Gramer Kagoj from Jessore). All pages were monitored except- International, Business and Sports pages.

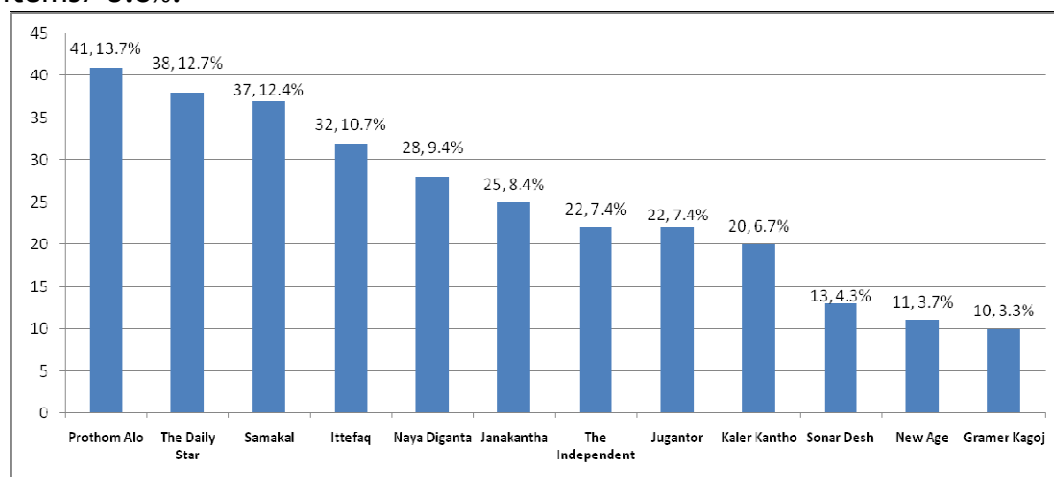
Content Analysis—TV: Monitored the primetime news bulletin of the day of four television channels. The channels are: State-owned *BTV at 8pm* and the private satellite channels *ATN Bangla at 10pm*, *Ntv at 10:30pm* and *Channel-i at 10:30pm*.

Analysis of Print media monitoring:

Coverage by Newspaper

	Frequency	Percent
Prothom Alo	41	13.7
The Daily Star	38	12.7
Samakal	37	12.4
Ittefaq	32	10.7
Naya Diganta	28	9.4
Janakantha	25	8.4
The Independent	22	7.4
Jugantor	22	7.4
Kaler Kantho	20	6.7
Sonar Desh	13	4.3
New Age	11	3.7
Gramer Kagoj	10	3.3
Total	299	100.0

It can be surmised from the chart that national daily Prothom Alo covered nutrition and health issues more than its other counterparts with The Daily Star following closely behind with 38 items/ 12.7% of the overall coverage. Samakal and Ittefaq produced over 30 items with local daily Gramer Kagoj being the lowest with only 10 items/ 3.3%.



The graphical representation shows Prothom Alo being the leading stem of a downward trend in coverage ratio.

Coverage Area

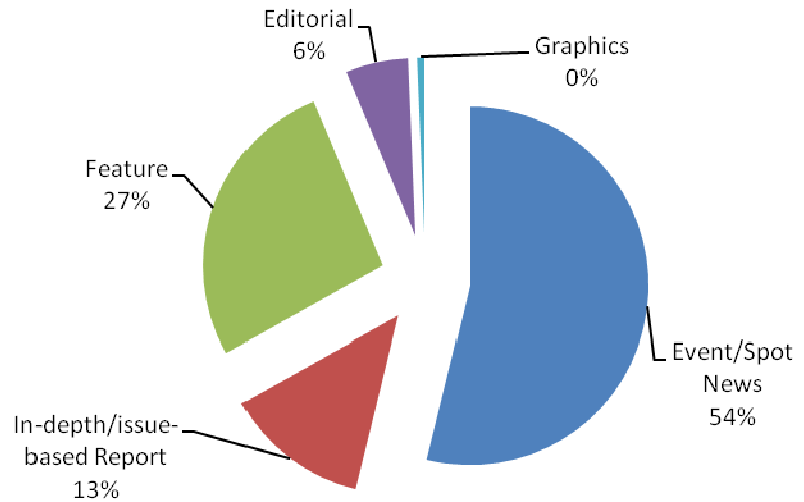
	Frequency	Percent
Both	189	63.2
Not Mentioned	76	25.4
Urban	23	7.7
Rural	11	3.7
Total	299	100.0

Regarding the coverage of the items, it can be seen that both rural and urban scenario were depicted more in the reports. But in the second majority case, the place of coverage was not mentioned.

However, newspapers gave more focus on urban nutrition scenario than rural.

Item Type

	Frequency	Percent
Event/Spot News	161	53.8
In-depth/issue-based Report	39	13.0
Feature	80	26.8
Editorial	17	5.7
Graphics	2	.7
Total	299	100.0

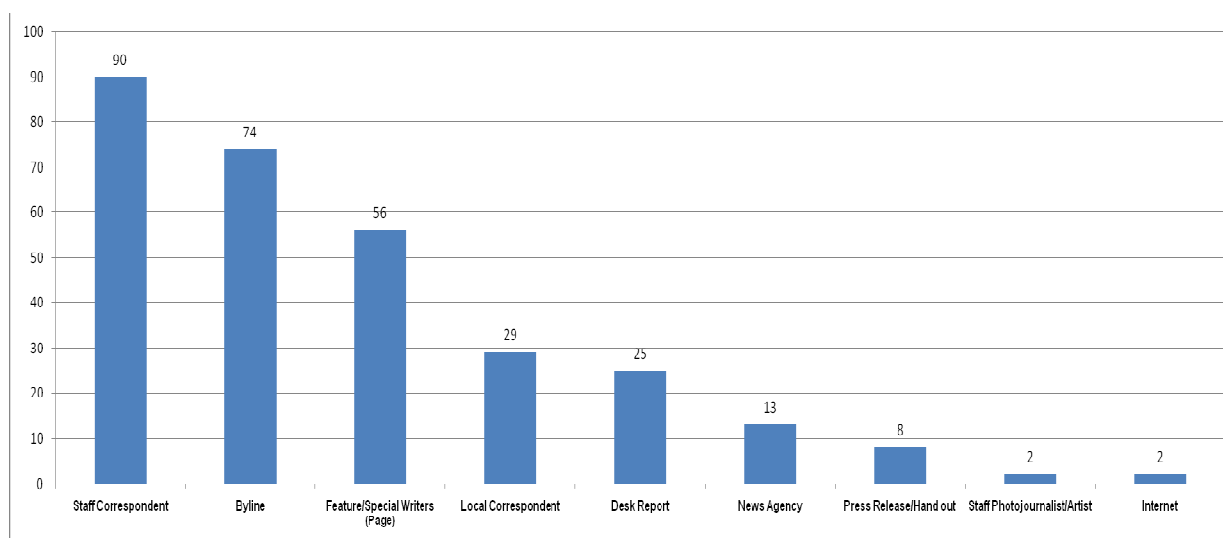


Only 13 percent news stories probed issues in an indepth way. One of the main focus of the media should be nutrition issues be covered in such a way as to help readers be sensitized about the issue, for example by providing adequate background information and explanation on the subjects. Despite this fact, the print media gave more emphasis on event/spot news during the monitoring period. Even then, the graphical representation was hardly noticed with only less than 1 percent coverage.

The media's neglect of nutrition related issues is most apparent within the editorial of the newspapers sampled here. A minute percent of all the editorials addressed nutrition issues.

Source of Items

	Frequency	Percent
Staff Correspondent	90	29.8
Byline	74	24.7
Feature/Special Writers (Page)	56	18.7
Local Correspondent	29	10.0
Desk Report	25	8.4
News Agency	13	4.3
Press Release/Hand out	8	2.7
Staff photo journalist/Artist	2	0.7
Internet	2	0.7
Total	299	100.0



Most of the news covered was by staff correspondents, who are mostly Dhaka based. However, the local correspondents contributed to only about 10% of the flow. This distribution seems to indicate that local correspondents neglect nutrition issues. A good chunk of the remaining items were reports compiled by the byline writers and feature/special writers while the desk reports lag behind the local correspondents' ratio.

In addition, there were few items from staff photo journalists, press releases/official handouts and the internet.

Category of Children and Women involved

	Number	Percent
Not Indicated	174	41.1%
0-6 months	66	15.6%
7-23 months	60	14.2%
24-59 months	51	12.1%
Pregnant Woman	48	11.3%
Lactating Woman	14	3.3%
Over five	6	1.4%
Adolescent	4	.9%
Total	423	100.0%

The monitoring reveals that a huge 41% of the coverage on nutrition does not have clear indication of whether it is focused on women, children or both.

But, on a positive note, the rest of the coverage has clear indication of the focus and category.

Headline Size

	Frequency	Percent
Double Column	130	43.5
3 Columns	62	20.7
4 Columns	46	15.4
Single Column	24	8.0
5 Columns	14	4.7
8 Columns	12	4.0
6 Columns	7	2.3
7 Columns	4	1.3
Total	299	100.0

A quick look through the chart suggests that when nutrition issues were brought up as an event, they were usually given double column treatments.

This could be interpreted that very less attempt was made to create appeal to readers.

Whereas stories with broader headlines which are eye-catchers spread over only 5%.

Headline to Items

	Event/Spot News	In-depth/issue-based Report	Feature	Editorial	Graphics
Single Column	14	2	8	0	0
Double Column	101	12	14	3	0
3 Columns	29	10	13	8	2
4 Columns	8	6	27	5	0
5 Columns	4	5	4	1	0
6 Columns	2	0	5	0	0
7 Columns	0	2	2	0	0
8 Columns	3	2	7	0	0
	161	39	80	17	2

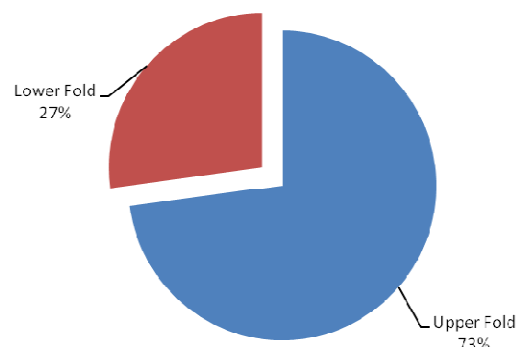
Most of the features were covered by 8 columns with only 2 covering in-depth stories. This indicates, nutrition issues do not get much attention from newsroom leaders in terms of space allocation.

Page Hits: Majority of the nutrition report made it to the pages other than the front, back, or most viewed and the lowest number hit the children page. Thus most of these items would have missed the eyes of the readers who access the papers.

	Frequency	Percent
Others	74	24.7
News	58	19.4
Metro	47	15.7
Health	46	15.4
Back	29	9.7
National	29	9.7
Front	15	5.0
Children	1	.3
Total	299	100.0

Placement of Items

	Frequency	Percent
Upper Fold	218	73.0
Lower Fold	81	27.0
Total	299	100.0



On a positive note, the media were broadly covering the nutrition issues on the upper fold of the paper which was 218 items converging on near about 75% of the coverage placement.

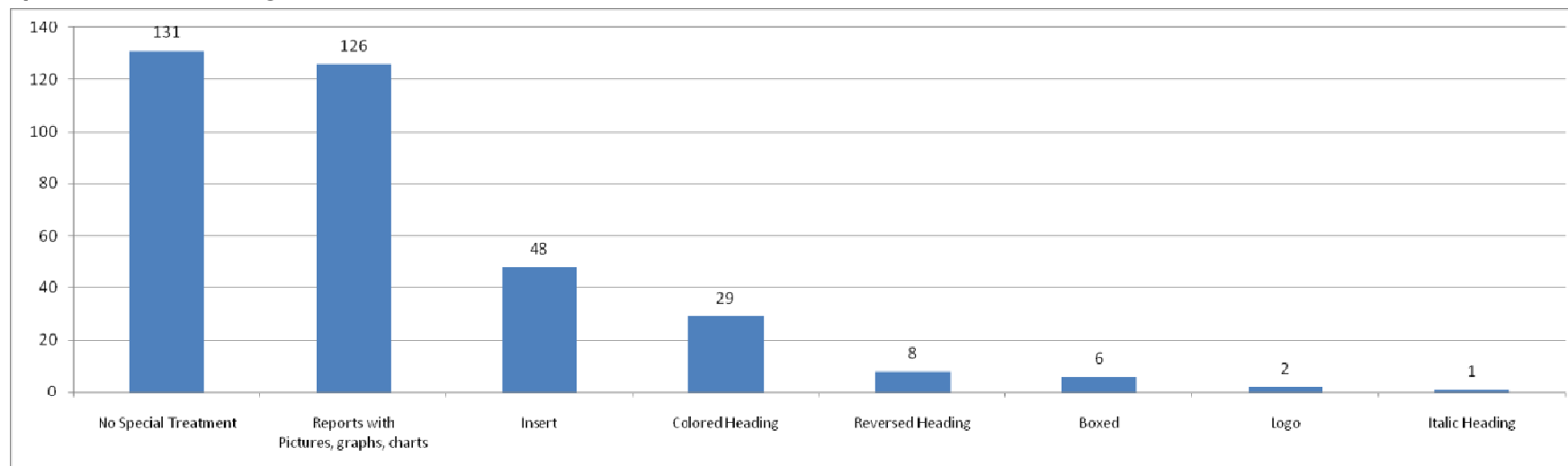
Content Covered

	N	%
Events of Observation (World Breast Feeding Week, Safe Motherhood Day, World Health Day, World Pneumonia Day, Nutrition Week, WATSAN Day/Handwashing Day)	131	27.0%
Micronutrients	30	6.2%
Child Nutrition	25	5.1%
Child Development	21	4.3%
Malnutrition	20	4.1%
Care Practices	19	3.9%
Child Health	17	3.5%
Nutrition in pregnancy	15	3.1%
Breastfeeding	15	3.1%
Vitamin deficiency	15	3.1%
Food Production related to nutrition	13	2.7%
Nutrition & Food policy (BMS Code, Government policy, etc.)	12	2.5%
Food Safety	12	2.5%
Food Security related to nutrition	11	2.3%
Food Prices related to nutrition	11	2.3%
Balanced Diet	9	1.9%
Food habit/ Dietary pattern	9	1.9%
Government Programme	8	1.6%
Stunting/Chronic malnutrition (Height for Age)	7	1.4%
Nutrition Security	7	1.4%
Water, Sanitation, Hygiene and infection related to nutrition	7	1.4%
School Feeding	7	1.4%
Malnutrition related diseases	6	1.2%
Infant and Young Child Feeding (IYCF)	6	1.2%
Colostrums (Shal-dhud)	6	1.2%
Day-Care centres at worksites	6	1.2%
Complimentary feeding and weaning	5	1.0%
Others	5	1.0%
Low birth weight (LBW)	4	.8%
Supplementary Feeding	4	.8%
Food Access related to nutrition	4	.8%
Child Feeding	3	.6%
Breast milk substitutes	3	.6%
Nutrition Services	3	.6%
Adolescent Health	3	.6%
Growth/Underweight (Weight for Age)	2	.4%
Wasting (Weight for Height)	2	.4%
Women's Work time and IYCF	2	.4%
Early initiation of breastfeeding	1	.2%

Another shortcoming of the present trend of coverage of nutrition is the unbalanced and narrow range of issues/topics being covered. To add more, predominance of issues concerning Food Access related to nutrition, child feeding, nutrition services and other important nutrition-related content made the coverage much skewed. Some of the most-covered 10 issues were in fact overlapping and event based, which made the coverage all the more lopsided.

Thus it is the issues or topics neglected by the newspapers that give more reasons for concern. A majority of 27 issues were covered by a handful, statistically less than 3 percentages, of items. Some 5 issues claimed just above 10 percent coverage. These issues included Food Production related to nutrition, Nutrition & Food policy (BMS Code, Government policy, etc.), Food Safety, Food Security related to nutrition, Food Prices related to nutrition.

Special Treatment given to news items



	N	Percent
No Special Treatment	131	37.3%
Reports with Pictures, graphs, charts	126	35.9%
Insert	48	13.7%
Colored Heading	29	8.3%
Reversed Heading	8	2.3%
Boxed	6	1.7%
Logo	2	0.6%
Italic Heading	1	0.3%

Events and issues involving nutrition have not been allotted relatively good treatment in newspapers tagged with the nature of the coverage- it limits the scope of any importance being given and may make it virtually ineffective.

‘A picture speaks a thousand words’, but with over 126 items with pictures covering around 36% of the total coverage, the dissemination of ‘importance of nutrition’ to the readers are vaguely given, as evidence of type of coverage suggests.

A good attractive treatment to items can draw readers attention to the news.

However, with most of the items being placed in pages not of much importance, the treatment bears less value.

Graphical Content

	N	Percent
No graphical content	177	59.2%
Photograph	118	39.5%
Table	2	0.7%
Graph	2	0.7%
Total	299	100.0%

With less than 1% each, the items containing table and graphs were published. But, out of the 299 items covered, 177 or approximately 60% items did not receive any graphical treatment once again showing media's less concern about the importance of nutrition as an important issue.

Clarity of Items

Clarity		
	Frequency	Percent
Not Clear	82	27.4
Vague	89	29.8
Moderately Clear	90	30.1
Adequately Clear	37	12.4
Very Clear	1	.3
<i>Total</i>	<i>299</i>	<i>100.0</i>

Roughly 30 percent of the news items presented were moderately clear. Around 30% of the items lacked clarity or were vague in nature and a large part of them- 27% were not clear at all. This lapse also needs to be addressed as a priority concern.

While the majority of the items dwell on poor clarity around 13% of the items had clarity.

Source to clarity

Source to Clarity

	Not Clear	Vague	Moderately Clear	Adequately Clear	Very Clear	
Staff Correspondent	26	35	24	4	0	89
Local Correspondent	24	6	0	0	0	30
Staff Photojournalist/Artist	0	0	0	1	1	2
Feature/Special Writers (Page)	5	17	26	8	0	56
News Agency	3	6	3	1	0	13
Press Release/Hand out	3	3	1	1	0	8
Byline	10	13	33	18	0	74
Desk Report	11	8	2	4	0	25
Internet	0	1	1	0	0	2
Total	82	89	90	37	1	299

It can be seen that of the 30 of the 24 items from local correspondents were not clear at all and 6 were vague in nature. This too represent that the local correspondents are not apt in reporting on nutrition issues. Their standard of reporting needs to be strengthened which eventually will make their reporting clarity much stronger.

Moreover, out of 89 stories reported by staff correspondents, a total of 61 were either not clear or vague. This indicates the staff correspondents lack proper reporting ability on nutrition issues.

Readability		
	Frequency	Percent
Not readable at all	53	17.7
Not so good to read	97	32.4
Readable	105	35.1
Pleasant to read	40	13.4
Compelling to read	4	1.3
Total	299	100.0

Unclear or not, around 35 percent of the pieces were easy to read. However, a majority of 32% items were not so good to read. The most prevalent problem was of being cluttered with irrelevant information. On another front, very few items-around 3% were attractive to readers, which indicate that news writers are missing out on a basic technique of making pieces attractive and meaningful to readers.

Compelling stories on nutrition do not indicate the stories were information packed, but on the bright side it did gather readers' attention.

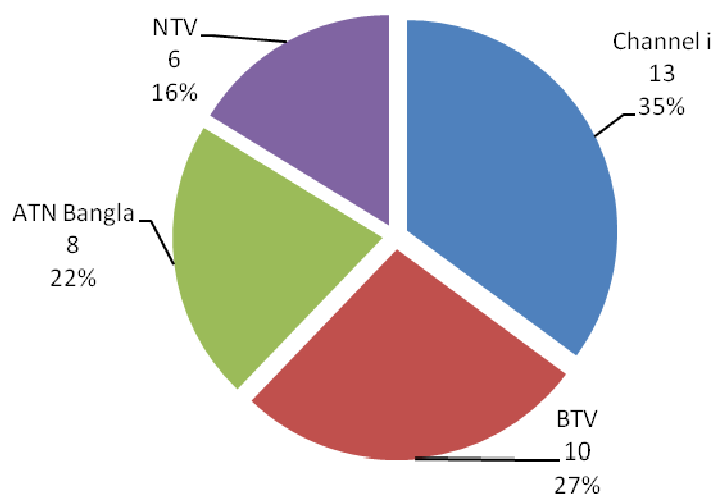
Findings:

1. Nutrition issues get priority in editorial policies
2. Event based stories (Nutrition works/ Polio vaccine/ Vitamin-A) occupy majority of spaces.
3. No investigative reports made
4. Local correspondents limit their stories to maximum 100 words- 2 to 3 paras, mostly on inauguration of government programs.
5. Nutrition issues are not a priority for the local correspondents
6. Nutrition specialists, as feature writers, fill the report with valuable content but use technical jargons which are not reader friendly.
7. Lack of technical and analytical knowledge of reporters
8. Mostly health reporters are covering the nutrition issues
9. Clarity and readability in reports are very poor
10. Lack of info consistency/authenticity
11. Using of data and figure are minimal
12. Sources are not properly mentioned
13. Length, language and structure sequence of stories are poor.
14. Tendency to use jargons by the reporters without knowing the proper meaning

Analysis of TV Channel monitoring:

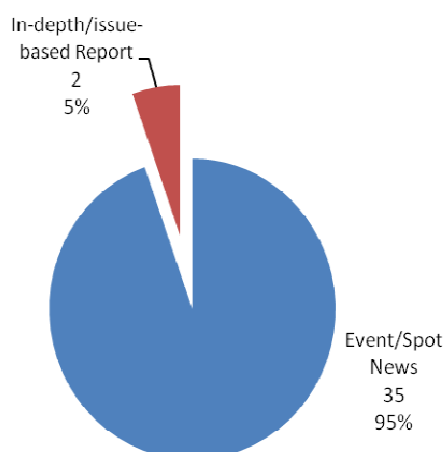
Coverage by Channels:

	Frequency	Percent
Channel i	13	35.1
BTV	10	27.0
ATN Bangla	8	21.6
NTV	6	16.2
Total	37	100.0



It can be seen from frequency of coverage of 6 months that nutrition is still considered an issue of little importance. With Channel i with a total hit of 13 is just above the state owned BTV which covered only 10 items focused on nutrition issues.

Items		
	Frequency	Percent
Event/Spot News	35	94.6
In-depth/issue-based Report	2	5.4
Total	37	100.0



A lion's share of the coverage are event based, which indicates that reporters are assigned to cover nutrition issues when there is an event like - days observation, seminars, etc.

On the bright side, there were attempts to produce in-depth stories by the TV channels.

Source of items

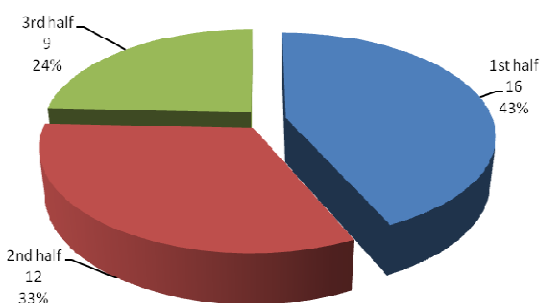
	Frequency	Percent
Staff Correspondent	33	89.2
Local Correspondent	2	5.4
Desk Report	2	5.4
Total	37	100.0

The source of items shows majority of the reports (89%) were done by staff correspondents. Whereas, the local correspondents lag far behind with less than 6% coverage, nonetheless, a share of 6% report was made from desk.

This indicates that local correspondents have less scope to report on nutrition issues. This could be because of lack of knowledge and initiative from the houses.

When in news

	Frequency	%
1st portion	16	43.2
2nd portion	12	32.4
3rd portion	9	24.3
Total	37	100.0



On a positive note, TV channels telecast most of their coverage on nutrition issues in the first portion and also on the second portion.

This indicates they do give priority to nutrition issues but probably due to lack of knowledge or other daily events nutrition as an issue loses importance in their eyes.

Treatment of News

	Frequency	Percent
Out of Vision	22	59.5
Package	15	40.5
Total	37	100.0

The TV channels broadcast nutrition stories with Out of Vision treatment- the news reader is not shown while the camera is taken to the spot of the incident. Moreover, a good number of package stories are done as well. A positive trend is once again reflected here.

Clarity

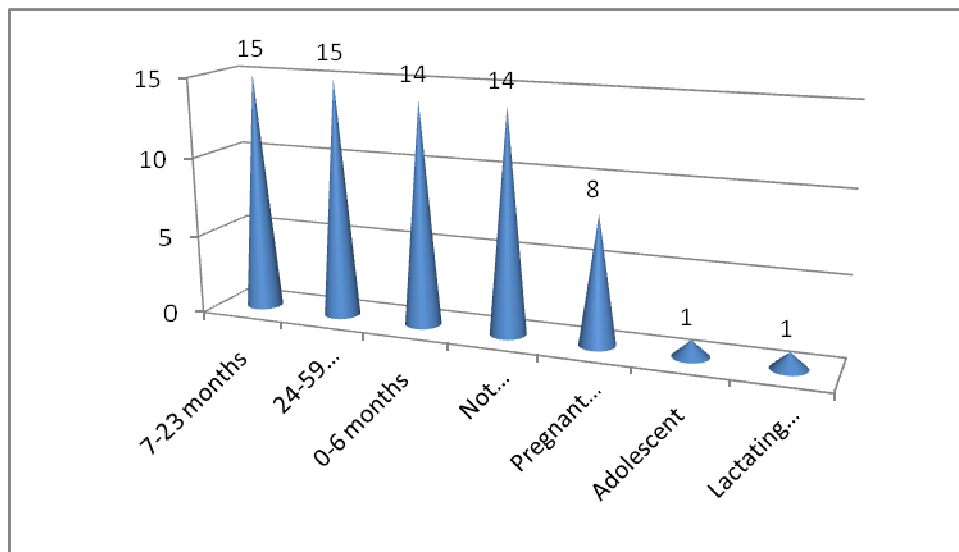
	Frequency	Percent
Vague	20	54.1
Moderately Clear	6	16.2
Adequately Clear	6	16.2
Not Clear	5	13.5
Total	37	100.0

Out of the 37 news telecast, not 1 was very clear in terms of clarity. Moreover, a huge 54% of it was vague in nature and about 32% were moderately or adequately clear.

Clarity in news grips the viewers' attention and hold information in a clear and concise

way.

Category of Women and Children involved:



The above chart depicts the nutrition issues regarding women are neglected by the media. However, even on a miniature scale, the children are mostly covered by the channels with regards to nutrition issues.

Contents Covered

	Responses	
	Frequency	Percent
Events of Observation (World Breast Feeding Week, Safe Motherhood Day, World Health Day, World Pneumonia Day, Nutrition Week, WATSAN Day/Handwashing Day)	17	38.6%
Child Health	8	18.2%
Child Development	3	6.8%
Malnutrition	3	6.8%
Food Security related to nutrition	2	4.5%
Food Access related to nutrition	2	4.5%
Nutrition & Food policy (BMS Code, Government policy, etc.)	2	4.5%
Nutrition in pregnancy	1	2.3%
Child Nutrition	1	2.3%
Malnutrition related diseases	1	2.3%
Breastfeeding	1	2.3%
Food Prices related to nutrition	1	2.3%
Day-Care centres at worksites	1	2.3%
Adolescent Health	1	2.3%
Total	44	100.0%

With a majority of contents under the analysis untouched, the event-based news grabs a major portion of the coverage. This is similar to the findings from the print

media as well. It can be seen that coverage below 3% are important issues which also includes child nutrition and nutrition during pregnancy.

When it comes to advocacy by the media on nutrition issues, malnutrition related diseases are given less than 3% coverage as well.

The media needs to be oriented on the importance and value of these issues.

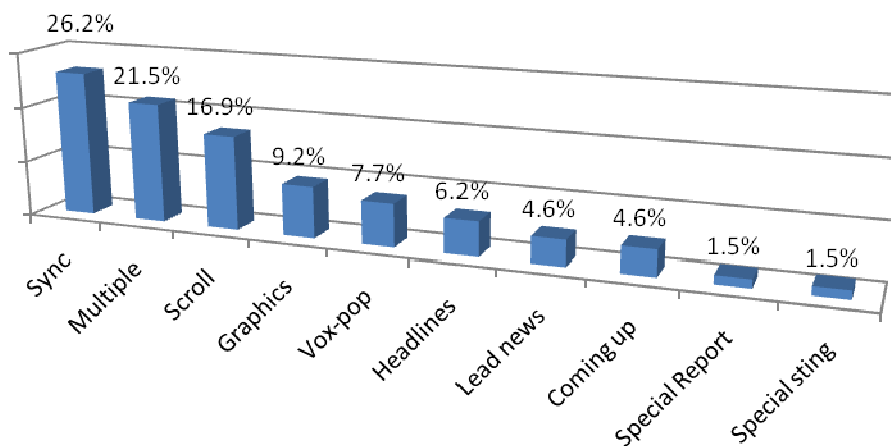
Special Treatment

	Frequency	Percent
Sync	17	26.2%
Multiple	14	21.5%
Scroll	11	16.9%
Graphics	6	9.2%
Vox-pop	5	7.7%
Headlines	4	6.2%
Lead news	3	4.6%
Coming up	3	4.6%
Special Report	1	1.5%
Special sting	1	1.5%
Total	65	100.0%

22% coverage had multiple special treatment given. However, only 4 items on nutrition made it to the headlines with 3 as lead news.

Once again, it proves nutrition issues are not given priority by news managers.

Only one special report was done and use of graphics was very less than it should have been.



Findings:

1. Event based stories are covered mostly.
2. Information gaps are there even in event based stories.
3. Use of graphics hardly found

4. Nutrition issues are not a priority for the local correspondents
5. News managers are not aware of the importance of nutrition issues